UNIVERSITI PUTRA MALAYSIA

RELATIONSHIPS BETWEEN ATTITUDE, SUBJECTIVE NORM AND BEHAVIOURAL CONTROL WITH ANTI- LITTERING INTENTION AMONG VISITORS TO SHAHID ZARE FOREST PARK, IRAN

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By

KAMBIZ YOUSEFI TALOOKI

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of Requirements for the Degree of Master of Science

August 2012

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SPECIAL DEDICATION

THIS WORK IS DEDICATED TO ...

MY LOVELY PARENTS...

... FOR THEIR CONTINUOUS SUPPORT, ENCOURAGEMENT, PATIENCE, UNDERSTANDING AND LOVE,

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirements for the degree of Master of Science

RELATIONSHIPS BETWEEN ATTITUDE, SUBJECTIVE NORM AND BEHAVIOURAL CONTROL WITH ANTI- LITTERING INTENTION AMONG VISITORS TO SHAHID ZARE FOREST PARK, IRAN

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August 2012

Chairman : Associate Professor Abdullah Bin Mohd, PhD

Faculty : Forestry

At present, littering is the prevalent problem among Iranian forest parks. Forest parks' managers made several efforts to overcome this undesirable problem. Unfortunately, the effectiveness of their approaches was restricted to short-term and to specific forest park, only because of neglecting a large number of underlying factors and beliefs. Many of the managers assumed such efforts to be efficient to obtain long term behavioural change in most forest parks.

This study was conducted to determine the relationship between three fundamental variables, which are attitude, subjective norms, and perceived behavioural control with intention of forest parks' visitors to perform anti-littering behaviour through utilizing theory of planned behaviour. Simple random sampling and convenience sampling were used in the survey. The sample of this study consisted of 382 forest

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parks' visitors from the approximately total of 16000 of visitors who come to the Shahid Zare Forest Park during one month in peak session period. For the purpose of the wide coverage of sampling a total of 400 visitors who visited the park were surveyed in this research. Descriptive and inferential statistics were utilized to analyze the data collected. Pearson Correlation was used to answer the research questions. A significant level of 0.05 errors was used. Multiple linear regression were utilized to determine the contribution of the independent variables to predict dependent variables.

The findings of the study revealed that the perceived behavioural control is the most effective variable (among three independent variables) to predict the visitors' intention to perform active anti-littering behaviour followed by subjective norm and attitude as second and third predictor. On the other hand subjective norm was the first predictor to predict visitors' intention to perform passive anti-littering behaviour followed by perceived behavioural control and attitude as second and third predictor. In general, it could be concluded that, TPB is an appropriate theory to predict intention of forest park's visitors to perform anti-littering behaviour. Based on the finding of this study, it could be useful for forest parks' manager to consider perceived behavioural control, subjective norm and attitude in their management approaches to obtain long term behavioural change among forest parks' visitors.

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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

KEBERKAITAN ANTARA SIKAP, NORMA SUBJEKTIF DAN KAWALAN KELAKUAN DENGAN NIAT TINGKAHLAKU ANTI-MEMBUANG SAMPAH DALAM KALANGAN PELAWAT TAMAN PERHUTANAN SHAHID ZARE, IRAN

Oleh

KAMBIZ YOUSEFI TALOOKI

Ogos 2012

Pengerusi: **Profesor Madya Abdullah Bin Mohd, PhD**

Fakulti: **Perhutanan**

Pada masa ini, membuang sampah merata-rata adalah masalah yang lazim dihadapi oleh kalangan taman-taman hutan yang ada di Iran. Pengurus taman hutan telah membuat beberapa usaha untuk mengatasi masalah yang tidak diingini ini. Malangnya, keberkesanan usaha mereka menjadi terhad untuk jangka masa yang pendek dan untuk taman hutan yang tertentu sahaja, ini disebabkan kerana pengabaian sebilangan besar faktor asas dan kepercayaan. Kebanyakan pengurus-pengurus menganggap usaha itu berkesan untuk mendapatkan perubahan tingkah laku jangka panjang di kebanyakan taman-taman hutan.

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Kajian ini telah dijalankan untuk menentukan hubungan antara tiga pembolehubah asas, iaitu sikap, norma-norma subjektif, dan tanggapan kawalan tingkah laku, dengan tujuan bahwa pelawat-pelawat taman hutan akan turut mengambil bahagian dalam tingkah laku anti-membuang sampah melalui penggunaan teori tingkah laku yang telah dirancang. Sampel rawak yang mudah telah digunakan dalam kaji selidik ini. Sampel kajian ini terdiri daripada 382 pelawat hutan taman yang diambil 'daripada sekitar 16000 pelawat yang datang ke Shahid Zare Forest Park selama satu bulan dalam sesi musim puncak. Untuk tujuan liputan luas, sampel sebanyak 400 pengunjung yang melawat taman itu telah ditinjau dalam kajian ini. Statistik deskriptif dan inferensi telah digunakan untuk menganalisa data yang telah dikumpulkan. Korelasi Pearson telah digunakan untuk menjawab soalan kajian. Tahap signifikan ralat sebanyak 0.05 telah digunakan. Regresi linear berganda juga telah digunakan untuk menentukan sumbangan pembolehubah tak bersandar untuk meramal pembolehubah bersandar.

Kajian ini telah menunjukkan bahawa pembolehubah yang paling berkesan adalah tanggapan kawalan tingkahlaku (dari antara tiga pembolehubah tak bersandar) untuk meramalkan niat pelawat untuk menyertai dengan aktif dalam tingkah laku anti-membuangsampah, kemudian diikuti oleh norma subjektif dan sikap, sebagai peramal kedua dan ketiga. Sebaliknya, norma subjektif adalah peramal yang pertama untuk meramalkan niat pelawat untuk menyertai dalam tingkah laku pasif anti-membuang sampah yang diikuti oleh tanggapan kawalan tingkahlaku dan sikap, sebagai peramal kedua dan ketiga. Secara umum, kesimpulan boleh dibuat

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bahawa, teori tingkah laku yang dirancang adalah satu teori yang sesuai untuk meramalkan niat pelawat hutan taman untuk menyertai dalam tingkah laku anti-membuang sampah. Berdasarkan hasil uji kaji ini, ia akan lebih berguna bagi pengurus untuk mempertimbangkan cara tanggapan kawalan tingkahlaku, norma subjektif dan sikap sebagai cara pendekatan kepengurusan mereka supaya dapat menghasilkan perubahan tingkah laku jangka panjang di kalangan pelawat-pelawat taman hutan.

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I certify that a Thesis Examination Committee has met on 13 August 2012 to conduct the final examination of Kambiz Yousefi Talooki on his thesis entitled "Relationships Between Attitude, Subjective Norm and Behavioural Control with Anti- Littering Intention among Visitors to Shahid Zare Forest Park, Iran" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science in Park and Recreation Management.

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DECLARATION

I declare that the thesis is based on my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Putra Malaysia or at any other institution.

KAMBIZ YOUSEFI TALOOKI

Date: 13 August 2012

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